

## CLAIMS

WHAT IS CLAIMED IS:

1. A method of conducting Internet commerce providing click-through access from a first website to a second website comprising:

5 requesting access to a second website from a first website;  
requiring receipt by the second website of an access operation input; and  
providing a destination page from the second website after receipt of the access operation input.

10 2. The method as recited in claim 1 further comprising:  
counting the number of times correct access operation inputs are received by the second website; and  
generating a click count corresponding to the number of correct access operations.

15 3. The method as recited in claim 2 further comprising:  
using the click count corresponding to the number of correct access operations as the basis for determining a fee owed on a pay-by-click basis by the second website to the first website.

20 4. The method as recited in claim 2 further comprising:  
reporting the click count to the first website.

5. The method as recited in claim 1 further comprising:

entering into a pay-by-click advertising agreement between the first website and the second website.

5           6.       The method as recited in claim 1 further comprising:  
providing an interim landing page.

          7.       The method as recited in claim 6 further comprising:  
supplying Internet address identifying information from the second website  
corresponding to the interim landing page.

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          8.       The method as recited in claim 6 further comprising:  
user selection of the identifying information to signal the second website to provide  
the interim landing page data to the user making the selection.

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          9.       The method as recited in claim 1 wherein the first website comprises an  
advertising provider website and the second website comprises an Internet commerce  
website.

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          10.      A system of inhibiting automated click-through access to a second website  
from a first website comprising:

          a website access requesting module that requests access from a first website to a  
second website;

          an access code decision module requiring receipt by the second website of an access

operation input; and

a providing module sending destination page data from the second website after receipt of the access operation input.

5           11.     The system as recited in claim 10 further comprising a counter tracking correct access operation inputs are received in the second website and generating a click count corresponding to the number of correct access operations.

10           12.     The system as recited in claim 11 further comprising a determining module using the click count corresponding to the number of correct access operations as the basis for determining a fee owned on a pay-by-click basis by the second website to the first website.

15           13.     The system as recited in claim 11 further comprising a reporting module transmitting the click count to the first website.

14.     The system as recited in claim 10 further comprising an interim page landing providing module that provides an interim landing page.

20           15.     The system as recited in claim 10 wherein the first website comprises an advertising provider website and the second website comprises an Internet commerce website.

16. A method of conducting commerce via an electronic communications network in which a second website advertises via a first website, the method comprising:  
requesting access to a second website from a first website;  
requiring receipt by the second website of an access operation input; and  
5 providing a destination page from the second website after receipt of the access operation input, the destination page providing data pertaining to a product or service for sale via the second website.

17. The method as recited in claim 16 further comprising:  
10 counting times correct access operation inputs are received by the second website, generating a click count corresponding to the number of correct access operations.

18. The method as recited in claim 17 further comprising:  
using the click count corresponding to the number of correct access operations as the  
15 basis for determining the fee owned on a pay-by-click basis by the second website to the first website.

19. The method as recited in claim 17 further comprising:  
reporting the click count to the second website.

20. The method as recited in claim 16 further comprising:  
entering into a pay-by-click advertising agreement between the first website and the  
second website.

21. The method as recited in claim 16 further comprising:  
providing an interim landing page.

5           22. The method as recited in claim 21 further comprising:  
supplying Internet address identifying information from the second website  
corresponding to the interim landing page.

          23. The method as recited in claim 22 further comprising:  
10           user selection of the identifying information to signal the second website to provide  
interim landing page data to the user making the selection.

          24. The method as recited in claim 16 wherein the first website comprises an  
advertising provider website and the second website comprises an Internet commerce  
15           website.